Maila Antonoff
Ninda Maggio 2445

program — (Corporate Volume Pull program)

Direct mail to approx 4.3 million competitive smokers ~~was~~ will be mailed Dec 23-31

of — targeted toward PM's brands — brands B+H Merit,

ent

coupons

tion dates

ith 6ctn upc

ged luggage tags

coupon expiration dates
1/31/91
2/7/92
2/14/92

bounceback expiration date 4/30

w/e 12/27/91

GIUSEPPE D'ALESSANDRO

ATT: Barbara Weinstein
Incremental Budget of
2.2M Cambridge
1.1 M Bristol
0.5M Alpine
was approved on the week of Dec. 20th, 91
Directed to Coupons for MAXI accounts to be at retail end of year.

Year end volume pull program for prem brands
Maila Antonoff